

The Times Sponsorship Application

Date submitted _____

Contact person _____

Organization _____

Address _____

City/State/ZIP _____

Day Phone _____ FAX _____

e-mail _____

Organization/event web site _____

Are you a 501(c)(3) not for profit organization? Yes _____ No _____

Name of event/program _____

Date and time of event/program _____

Location and address of event/program site _____

Describe the event/program, beneficiary, target audience and background history (e.g., how many years in existence?) _____

How many people attend/participate: Last year _____ Est. this year _____

Ticket information (if applicable). Include prices, distribution/outlets for purchase and on-sale date _____

What are you seeking from The Times? Please be specific _____

How will The Times be recognized?

Program ad _____ Yes _____ No Size/deadline _____

Brochures _____ Yes _____ No Details _____

Invitations _____ Yes _____ No Details _____

Posters _____ Yes _____ No Details _____

TV spots _____ Yes _____ No Details _____

Radio spots _____ Yes _____ No Details _____

On-stage mention _____ Yes _____ No Details _____

Other _____

Other planned media advertising? Attach a brief marketing plan indicating all advertising, publicity, promotional and sales activities.

Will tickets be available for The Times usage? _____ Yes _____ No

Will you allow The Times to display its corporate banner? _____ Yes _____ No

Is it possible to have a booth on site? _____ Yes _____ No

If yes, can we sell subscriptions, newspapers or merchandise? _____ Yes _____ No

Send completed form to: Market Development, The Times, 222 Lake Street, Shreveport, LA 71101, fax to 318-459-3591 or email to ekbryant@gannett.com

Your event will be considered for sponsorship by The Times. Activities selected for sponsorship must meet the following criteria:

- Enhance the quality of life in the Bossier-Shreveport area
- Address a specific community need
- Impact a broad spectrum of the community
- Reach The Times' target market
- Have the potential to increase readership, circulation and/or advertising revenue
- Provide high visibility for the newspaper
- Not compromise the journalistic integrity or independence
- Not discriminate with regard to race, creed, gender, age or physical handicap
- The Times is best able to accommodate your needs, maximize your success and boost your exposure by including a paid advertising schedule in addition to a value-added promotional schedule

Do you agree to file a post-event Sponsorship Results and Evaluation within one month of the event? (see form)
_____ Yes _____ No

Signature of event representative

Date _____

The Times
shreveporttimes.com